

30-second Radio PSA
For Women Who Wish to Have a Child in the Near Future
Couple Speaking

PCH Radio script-PSA

	Sound Effects	Script/Audio – Conversation
1	Music comes in at the beginning of the ad. It has a light modern feel.	Wife speaking: <i>You've been dreaming of showing a baby all your love in the future. But you don't need to wait to show your love!</i> <i>Loving your baby starts with preconception health.</i>
2	We faintly hear the sound of a bicycle chain as she finishes this section of dialogue– music doesn't stop.	Wife Speaking: <i>By taking care of yourself – eating healthy meals, being physically active, talking to your doctor and getting screened and tested for possible medical conditions – you can begin showing your love today.</i>
3		Husband speaking: <i>Honey, I've got the bikes ready. Are we good to go?</i>
4	We faintly hear the sound of a baby cooing.	Wife speaking: <i>Coming! Because healthy women make healthier mothers, and healthy mothers make healthier babies.</i>
5	Music through the end of the ad	Husband speaking: <i>...and eating right and being physically active together is important for dads too!</i>
6		Wife speaking: <i>Take the first step today – learn how to get your body ready for pregnancy.</i> <i>Visit the (INSERT NAME OF ORGANIZATION'S WEBSITE OR USE www.cdc.gov/showyourlove or call [INSERT NUMBER OF ORGANIZATION'S WEBSITE xxx-xxx-xxxx.]</i>
7	Music swells at the end of the ad.	Husband speaking: <i>Our baby and I will thank you for it!</i>